

Tablet & Mobile App Engagement Solution Idaho Adventure Guide

Affinity Amp has created a unified mobile engagement solution that motivates, measures and optimizes customer actions across business and social networks. Unlike custom programmed mobile solutions that are expensive to build and maintain, we have used our advanced technology to get ‘the technology’ out of the way -- focusing creative energy on generating and improving marketing results. Our simple modular platform quickly creates a single, flexible mobile app for our clients that adapts itself to the leading mobile devices and to changing market conditions.

The Affinity Grid Solution unifies native iOS, native Android, and Mobile Web apps into a single cloud-based app -- dramatically simplifying creation, lowering total cost of ownership, and enabling apps to connect with each other in an Affinity Grid. Grid Hubs are apps that have the critical mass to be published in the iTunes App Store and Android market. Grid Spaces are virtual apps that connect to Grid Hubs as a way of linking themselves to distribution, gravity and stickiness. Grid Spaces and Grid Hubs are all accessible from a Mobile Web gateway that can be linked to from a QR Code or URL.

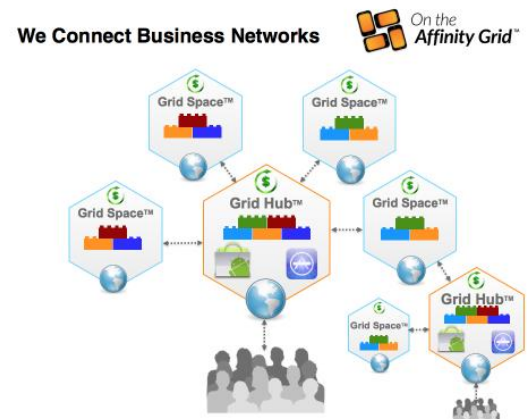
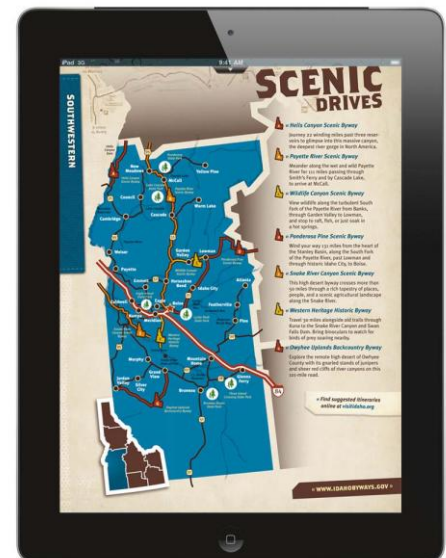
Affinity Grid Apps generate results while addressing the compounding costs of the current market solutions:

Modular - Apps are assembled and configured out of pre-built software modules in our AMP framework, with no custom coding required.

Application-as-a-Service – This business model eliminates upfront adoption barriers, enables continual engagement optimization, and creates measurable results.

Adaptive - Affinity Grid apps automatically adapt to the native capabilities of iPhones, iPads, Android devices, and the mobile web. They also adapt to the user, personalizing the app based on the users preferences and context.

Networked - Unlike stand-alone native mobile app solutions, Affinity Grid Apps can connect to each other, linking networks of business partners, sponsors, affiliates, distributors, franchisees, etc., together into synergistic Affinity Grids. These network relationships already exist for most organizations



Program Overview

The purpose of the program outlined in this proposal is to enable The Idaho Department of Travel & Tourism to publish a tablet-based version of the “Official State Adventure Guide to Idaho” for Android and iPad tablets that will be the Affinity Grid™ for travel in the State of Idaho. To address both tablet users as well as mobile smartphone users we are proposing a multi-platform and device solution.

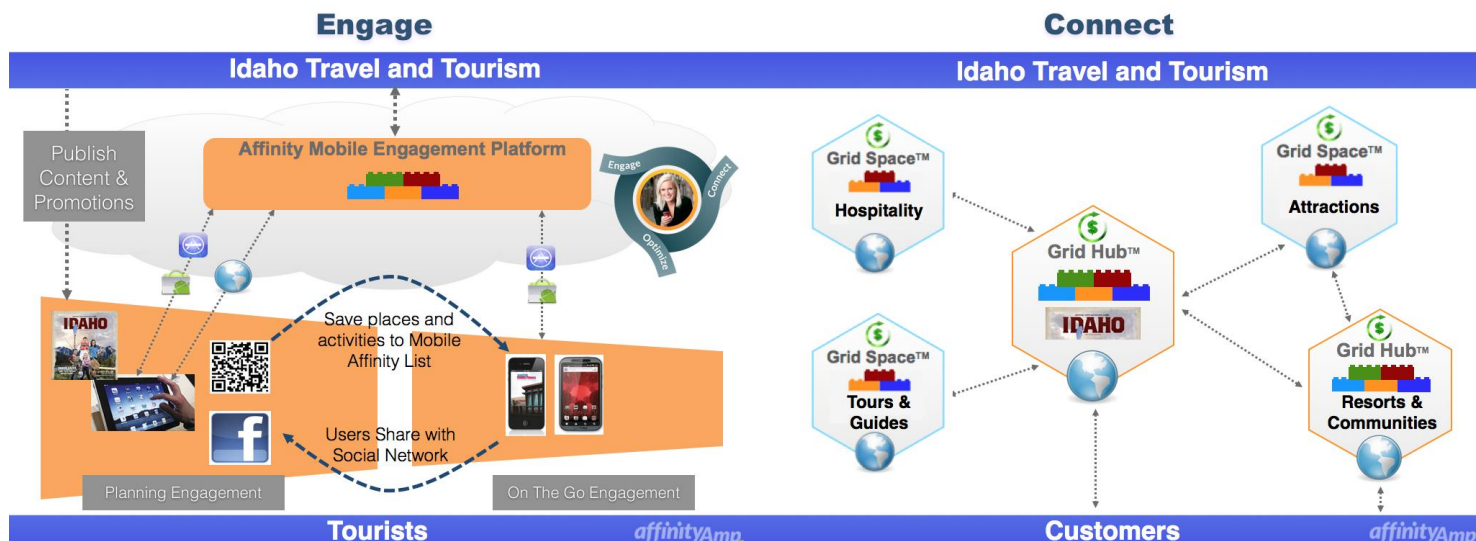
The tablet based app for iOS and Android will serve as the planning stage device and the Affinity Grid Hub™ that will connect advertisers within the Adventure Guide to their own self managed Grid Space™ using Affinity Amp’s AMPKit Web™ solution.

The iOS and Android versions of the integrated solution for smartphones will serve as the mobile companion once travelers have made their travel plans and are now traveling and in what we call “feet on the ground” mode.

Program Objectives

1. Creating new and more valuable interactive advertising inventory for Idaho Travel stakeholders/grantees.
2. Create interactive tablet versions of the Idaho Travel Guide for Android and iPad.
3. Create a mobile smartphone companion app for iOS and Android that integrates tightly with the tablet version of the Idaho Adventure Guide.
4. Create measurable engagement points for Idaho Travel stakeholders/grantees with video, photo galleries and interactive advertiser managed content in the form of Grid Spaces.
5. Create a mechanism to instantly solicit new readers/visitors to Idaho from signage and existing readers/visitors social networks, gather opinions and make offers to individuals.
6. Create an ongoing channel to connect with readers/visitors and reward them for taking certain actions such as sharing content and offers.
7. To provide Idaho Travel Guide advertisers with stand alone value in the form of a self managed Grid Space, Mobile Web and QR code.
8. To provide Idaho Travel Guide advertisers with bundled advertising options for print and digital distribution.
9. To be able to have additional genre focused digital publications to create additional exposure for the grantees.
10. Begin the migration to digital media to reduce printing and distribution costs for the Idaho Adventure Guide

The slides on the following page depict how we will be connecting traditional print media, social media and the Idaho Adventure Guide tablet version of the mobile solution with the smartphone solution. Once we have the tablet and smartphone apps published we will then begin to execute on building out the Grid Spaces™ for the merchants that wish to participate.



Upgraded Grid Space™ Package Pricing:

| Item | Pricing |
|--|---|
| Basic Grid Space Listing | All Stakeholders Will Have A Basic Listing Included For FREE |
| Grid Space Package Upgrades Can Include: <ul style="list-style-type: none"> Business Description Features, Amenities & Product or Service Offering Calendar of Events (iCal feed) Business Hours Advertiser Managed Coupon Offer Deck Photo Gallery Social Media (YouTube, Vimeo, RSS, Twitter, Facebook) Registration Form For Special Offers Feedback Forms Geo-Targeted Push Notifications Hosting for One Year | Grid Space Package Pricing Will Range From: \$ 999 - \$ 2,999 /year Based on Selected Bundled Package, Placement and Selected Features |

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